

EXECUTIVE SUMMARY

Logical and innovative marketing and sales initiatives driven by smart business partnerships will lead to growth and development for our industry. Ongoing support for strategic cooperation and commitment to an integrated marketing plan will ensure that the Brazos Valley will remain a competitive destination in the future.

The following pages detail the marketing and sales plans of the BVCVB. These plans are a reflection of strategic priorities closely tuned to the needs of the marketplace, consumers and local tourism industry expectations. The plan aims to produce the highest visitation from the targeted areas and to ensure its success, the BVCVB monitors the performance in each market consistently and constantly.

A considerable investment is made to carry out our mission and to realize our goals. Our current marketing and outreach budget represents roughly 40% of our total expenses, not including salaries. This complies with the standard established by the International Association of Convention and Visitors Bureaus, which suggest these expenditures fall between 40-50% of the overall budget.

In the year ahead, we as a destination face many new opportunities and challenges. The challenges include the economy, the continued recovery of travel and tourism after September 11, 2001, and Iraq, and the growing competition in the drive in consumer markets, all of which contribute to a flat or slight increase in revenue forecasts. The opportunities include the proposed new development of a Conference Center/ Hotel Complex, an intensive consumer marketing campaign in key feeder areas like Houston and a more aggressive approach to cooperative and partnered marketing opportunities, both locally and regionally.

The 2003/4- 2006/7 Business and Market Development Plan called for some tough questions ultimately reaching tough decisions. For many years the Bureau relied on its own initiatives and efforts to build the visitor market. We must rely on and guarantee industry cooperation and partnerships investing in our collective future. We must continue to be diverse assuring a balanced plan of work and outreach addressing all of our market areas.

The plan ensures that we question what we do and have done, but not second-guess it. Our efforts in the past have proved successful, however, we must continue to refine them and in doing so, provide incremental visitation and increased economic benefits to our industry and community.

Our mission is clear. Our vision is becoming a reality. Our future is bright. Our work plan is solid and with the cooperative spirit and partnerships that will grow and continue well into the future, the industry and the community will benefit mutually.